

Redacted

Appendix G

Trends in Cellular Subscriber Units and Revenues

	1989	1990	1991	1992	1993
US WEST Cellular of Cal.					
Total Subscriber Units					
Subscriber Growth Rate					
Sales Revenue	\$44,158,550	\$33,230,894	\$36,103,918	\$38,889,589	\$47,819,119
Revenue Growth Rate	--	-25%	9%	8%	23%
Rate of Return	5.2%	9.0%	-4.3%	-7.4%	2.9%
AirTouch - San Diego					
Total Subscriber Units					
Subscriber Growth Rate					
Sales Revenue	\$28,112,420	\$39,066,633	\$44,893,601	\$53,188,256	\$65,588,899
Revenue Growth Rate	--	39%	15%	18%	23%
Rate of Return	33.0%	32.9%	23.9%	21.4%	30.4%
Sacramento Cellular Tel. Co.					
Total Subscriber Units					
Subscriber Growth Rate					
Sales Revenue	\$19,090,440	\$33,044,776	\$42,554,973	\$50,381,631	\$60,565,457
Revenue Growth Rate	--	73%	29%	18%	20%
Rate of Return	-2.9%	21.4%	22.1%	22.2%	17.4%
Sacramento Valley LP					
Total Subscriber Units					
Subscriber Growth Rate					
Sales Revenue	\$15,327,734	\$28,992,957	\$39,411,799	\$50,584,267	\$62,121,226
Revenue Growth Rate	--	89%	36%	28%	23%
Rate of Return	17.6%	10.1%	2.8%	0.8%	6.4%

Redacted

Appendix G

Trends in Cellular Subscriber Units and Revenues

	1989	1990	1991	1992	1993
Fresno Cellular Tel. Co.					
Total Subscriber Units					
Subscriber Growth Rate					
Sales Revenue	\$5,885,800	\$12,950,009	\$19,941,708	\$27,218,695	\$32,385,611
Revenue Growth Rate	--	120%	54%	36%	19%
Rate of Return	-19.6%	11.9%	24.0%	31.3%	25.7%
Fresno MSA Ltd. Partnership					
Total Subscriber Units					
Subscriber Growth Rate					
Sales Revenue	\$0	\$19,849,770	\$23,882,227	\$25,117,520	\$30,379,722
Revenue Growth Rate	--	--	20%	5%	21%
Rate of Return	--	8.0%	7.6%	11.2%	10.7%
Santa Barbara Cellular Systems, Ltd.					
Total Subscriber Units					
Subscriber Growth Rate					
Sales Revenue	\$1,739,030	\$3,386,164	\$5,269,574	\$7,460,611	\$10,183,931
Revenue Growth Rate	--	95%	56%	42%	37%
Rate of Return	-39.4%	-10.4%	-9.7%	5.0%	10.5%
GTE Moblnet of Santa Barbara					
Total Subscriber Units					
Subscriber Growth Rate					
Sales Revenue	\$3,640,992	\$6,329,360	\$10,268,172	\$4,874,453	\$12,181,279
Revenue Growth Rate	--	74%	62%	-53%	150%
Rate of Return	2.6%	2.0%	8.5%	6.7%	7.5%

Redacted

Appendix G

Trends in Cellular Subscriber Units and Revenues

	1989	1990	1991	1992	1993
Cal. RSA #2, Inc.					
Total Subscriber Units					
Subscriber Growth Rate					
Sales Revenue	\$0	\$0	\$0	\$138,319	missing
Revenue Growth Rate	--	--	--	--	-100%
Rate of Return	--	--	-49.0%	-55.0%	missing
Modoc RSA LP					
Total Subscriber Units					
Subscriber Growth Rate					
Sales Revenue	\$0	\$9,736	\$131,435	\$180,140	\$369,009
Revenue Growth Rate	--	--	1250%	37%	105%
Rate of Return	--	-15.0%	-24.4%	-19.2%	-6.2%
Century El Centro Cellular					
Total Subscriber Units					
Subscriber Growth Rate					
Sales Revenue	\$0	\$0	NA	NA	NA
Revenue Growth Rate	--	--	NA	NA	NA
Rate of Return	--	--	NA	NA	NA
Contel Cellular Inc. (RSA 7)					
Total Subscriber Units					
Subscriber Growth Rate					
Sales Revenue	\$0	\$0	\$1,068,062	\$1,007,504	\$2,201,687
Revenue Growth Rate	--	--	--	-6%	119%
Rate of Return	--	-32.2%	-19.5%	6.0%	35.4%

Appendix H
Financial Data Per Subscriber Unit

Redacted

Appendix H

Financial Data Per Subscriber Unit

Los Angeles Cellular Tel. Co.

	Revenue	Operatng. Exp	Plant	Operatng. Inc.	Subscriber Growth
--	---------	---------------	-------	----------------	-------------------

1989

1990

1991

1992

1993

Los Angeles SMSA LP

1989

1990

1991

1992

1993

Bay Area Cellular Tel. Co.

1989

1990

1991

1992

1993

GTE Mobilnet CA LP

1989

1990

1991

1992

1993

Redacted

Appendix H

Financial Data Per Subscriber Unit

US WEST Cellular of Cal.

Revenue Operatng. Exp Plant Operatng. Inc. Subscriber Growth

**1989
1990
1991
1992
1993**

AirTouch – San Diego

**1989
1990
1991
1992
1993**

Sacramento Cellular Tel. Co.

**1989
1990
1991
1992
1993**

Sacramento Valley LP

**1989
1990
1991
1992
1993**

Redacted

Appendix H

Financial Data Per Subscriber Unit

Fresno Cellular Tel. Co.

	Revenue	Operatng. Exp	Plant	Operatng. Inc.	Subscriber Growth
1989					
1990					
1991					
1992					
1993					

Fresno MSA Ltd. Partnership

1989
1990
1991
1992
1993

Santa Barbara Cell. Sys., Ltd.

1989
1990
1991
1992
1993

GTE Mobilnet Santa Barb. LP

1989
1990
1991
1992
1993

Redacted

Appendix H

Financial Data Per Subscriber Unit

Cal. RSA #2, Inc.

Revenue	Operatng. Exp	Plant	Operatng. Inc.	Subscriber Growth
---------	---------------	-------	----------------	-------------------

1989
1990
1991
1992
1993

Modoc RSA LP

1989
1990
1991
1992
1993

Century El Centro Cellular

1989
1990
1991
1992
1993

Contel Cellular Inc. (RSA 7)

1989
1990
1991
1992
1993

Average

1989
1990
1991
1992
1993

Appendix I
Rate Comparisons and Trends

Redacted

Appendix I

Rate Comparisons And Trends

Los Angeles MSA
LACTC vs. LASMSA

Difference in Basic Rate (LACTC - LASMSA)

	Retail			Wholesale		
	60	120	480	60	120	480
\$/MOU						
1989						
1990						
1991						
1992						
1993						
%						
1989						
1990						
1991						
1992						
1993						

Average Basic Rate in Nominal \$ / MOU

MOU / mo.	Retail			Wholesale		
	60	120	480	60	120	480
1989						
1990						
1991						
1992						
1993						
Change; 1989 - 1993						

Average Basic Rate in Real \$ / MOU

MOU / mo.	Retail			Wholesale		
	60	120	480	60	120	480
1989						
1990						
1991						
1992						
1993						
Change; 1989 - 1993						

Redacted

Appendix I

Rate Comparisons And Trends

S.F. Bay Area MSA
BACTC vs. GTE Mobilnet LP

Difference in Basic Rate (BACTC - GTE)

	Retail			Wholesale		
	60	120	480	60	120	480
\$/MOU						
1989						
1990						
1991						
1992						
1993						
%						
1989						
1990						
1991						
1992						
1993						

Average Basic Rate in Nominal \$ / MOU

	Retail			Wholesale		
MOU / mo.	60	120	480	60	120	480
1989						
1990						
1991						
1992						
1993						
Change; 1989 - 1993						

Average Basic Rate in Real \$ / MOU

	Retail			Wholesale		
MOU / mo.	60	120	480	60	120	480
1989						
1990						
1991						
1992						
1993						
Change; 1989 - 1993						

Redacted

Appendix I

Rate Comparisons And Trends

**San Diego MSA
US West vs. AirTouch**

Difference in Basic Rate (US West - AirTouch)

	Retail			Wholesale		
	60	120	480	60	120	480
\$/MOU						
1989						
1990						
1991						
1992						
1993						
%						
1989						
1990						
1991						
1992						
1993						

Average Basic Rate in Nominal \$ / MOU

MOU / mo.	Retail			Wholesale		
	60	120	480	60	120	480
1989						
1990						
1991						
1992						
1993						
Change; 1989 - 1993						

Average Basic Rate in Real \$ / MOU

MOU / mo.	Retail			Wholesale		
	60	120	480	60	120	480
1989						
1990						
1991						
1992						
1993						
Change; 1989 - 1993						

Redacted

Appendix I

Rate Comparisons And Trends

Sacramento MSA
SCTC vs. SVLP

Difference in Basic Rate (SCTC - SVLP)

	Retail			Wholesale		
	60	120	480	60	120	480
\$/MOU						
1989						
1990						
1991						
1992						
1993						
%						
1989						
1990						
1991						
1992						
1993						

Average Basic Rate in Nominal \$ / MOU

	Retail			Wholesale		
MOU / mo.	60	120	480	60	120	480
1989						
1990						
1991						
1992						
1993						
Change; 1989 - 1993						

Average Basic Rate in Real \$ / MOU

	Retail			Wholesale		
MOU / mo.	60	120	480	60	120	480
1989						
1990						
1991						
1992						
1993						
Change; 1989 - 1993						

Redacted

Appendix I

Rate Comparisons And Trends

Fresno MSA
FCTC vs. FMSA LP

Difference in Basic Rate (FCTC - FMSA LP)

	Retail			Wholesale		
	60	120	480	60	120	480
\$/MOU						
1989						
1990						
1991						
1992						
1993						
%						
1989						
1990						
1991						
1992						
1993						

Average Basic Rate in Nominal \$ / MOU

	Retail			Wholesale		
	60	120	480	60	120	480
MOU / mo.						
1989						
1990						
1991						
1992						
1993						
Change;						
1989 - 1993						

Average Basic Rate in Real \$ / MOU

	Retail			Wholesale		
	60	120	480	60	120	480
MOU / mo.						
1989						
1990						
1991						
1992						
1993						
Change;						
1989 - 1993						

Redacted

Appendix I

Rate Comparisons And Trends

Santa Barbara MSA
SBCS vs. GTE LP

Difference in Basic Rate (SBCS - GTE LP)

	Retail			Wholesale		
	60	120	480	60	120	480
\$/MOU						
1989						
1990						
1991						
1992						
1993						
%						
1989						
1990						
1991						
1992						
1993						

Average Basic Rate in Nominal \$ / MOU

	Retail			Wholesale		
MOU / mo.	60	120	480	60	120	480
1989						
1990						
1991						
1992						
1993						
Change; 1989 - 1993						

Average Basic Rate in Real \$ / MOU

	Retail			Wholesale		
MOU / mo.	60	120	480	60	120	480
1989						
1990						
1991						
1992						
1993						
Change; 1989 - 1993						

Redacted

Appendix I

Rate Comparisons And Trends

RSA 2

Cal. RSA #2 vs. Modoc RSA LP

Difference in Basic Rate (Cal. RSA #2 - Modoc RSA LP)

	Retail			Wholesale		
	60	120	480	60	120	480
\$/MOU						
1989						
1990						
1991						
1992 *						
1993						
%						
1989						
1990						
1991						
1992						
1993						

* Note: Rates not submitted by Cal. RSA #2 for years prior to 1993

Average Basic Rate in Nominal \$ / MOU

MOU / mo.	Retail			Wholesale		
	60	120	480	60	120	480
1989						
1990						
1991						
1992						
1993						
Change; 1990 - 1993						

Average Basic Rate in Real \$ / MOU

MOU / mo.	Retail			Wholesale		
	60	120	480	60	120	480
1989						
1990						
1991						
1992						
1993						
Change; 1990 - 1993						

Redacted

Appendix I

Rate Comparisons And Trends

RSA 7
Century EC vs. Contel Cell.

Difference in Basic Rate (Century EC – Contel Cell.)

	Retail			Wholesale		
	60	120	480	60	120	480
\$/MOU						
1989						
1990						
1991						
1992						
1993						
%						
1989						
1990						
1991						
1992						
1993						

Average Basic Rate in Nominal \$ / MOU

	Retail			Wholesale		
MOU / mo.	60	120	480	60	120	480
1989						
1990						
1991 *						
1992						
1993						
Change; 1989 – 1993						

* Note: Century El Centro was not in operation prior to 1991

Average Basic Rate in Real \$ / MOU

	Retail			Wholesale		
MOU / mo.	60	120	480	60	120	480
1989						
1990						
1991						
1992						
1993						
Change; 1989 – 1993						

Appendix J
Rate Plan and Customer Data

Redacted

Appendix J

Rate Plan and Customer Data

Los Angeles MSA

Los Angeles Cellular Telephone Company

	Tot. No. Customers		Total	Growth Rate	
	Retail	Wholesale		Retail	Wholesale
1989					
1990					
1991					
1992					
1993					

Basic

	Number of Customers		Percentage of Total Customers
	Retail	Wholesale	
1989			
1990			
1991			
1992			
1993			

	Free Min. Rates	Termina. Fee		Access	Percentage of Total Customers		
		Retail Peak	Wholesale Off-Peak		Wholesale Peak	Off-Peak	Access
\$/MOU		60	120	480	60	120	480
1989							
1990							
1991							
1992							
1993							

NiteOwl / Plan2

	Number of Customers		Percentage of Total Customers
	Retail	Wholesale	
1989			
1990			
1991			
1992			
1993			

	Free Min. Rates	Termina. Fee		Access	Percentage of Total Customers		
		Retail Peak	Wholesale Off-Peak		Wholesale Peak	Off-Peak	Access
\$/MOU		60	120	480	60	120	480
1989							
1990							
1991							
1992							
1993							

Redacted

Appendix J

Rate Plan and Customer Data

Los Angeles MSA

Los Angeles Cellular Telephone Company

Premium Value

	Number of Customers		Percentage of Total Customers			
	Retail	Wholesale				
1989						
1990						
1991						
1992						
1993						
Free Min. Rates	Retail Peak	Termina. Fee Off-Peak	Access	Wholesale Peak	Off-Peak	Access
\$/MOU	60	120	480	60	120	480
1989						
1990						
1991						
1992						
1993						

High Value

	Number of Customers		Percentage of Total Customers			
	Retail	Wholesale				
1992						
1993						
Free Min. Rates	Retail Peak	Termina. Fee Off-Peak	Access	Wholesale Peak	Off-Peak	Access
\$/MOU	60	120	480	60	120	480
1992						
1993						

Redacted

Appendix J

Rate Plan and Customer Data

Los Angeles MSA

Los Angeles Cellular Telephone Company

Standard Value Plan

1 yr contract	Number of Customers		Percentage of Total Customers			
	Retail	Wholesale	Access	Wholesale Peak	Off-Peak	Access
	1992					
	1993					
Free Min. Rates	Retail Peak	Termina. Fee Off-Peak	Access	Wholesale Peak	Off-Peak	Access
\$/MOU	60	120	480	60	120	480
	1992					
	1993					

Convenience Val.

1 yr contract	Number of Customers		Percentage of Total Customers			
	Retail	Wholesale	Access	Wholesale Peak	Off-Peak	Access
	1992					
	1993					
Free Min. Rates	Retail Peak	Termina. Fee Off-Peak	Access	Wholesale Peak	Off-Peak	Access
\$/MOU	60	120	480	60	120	480
	1992					
	1993					

Advantage Value

1 yr contract	Number of Customers		Percentage of Total Customers			
	Retail	Wholesale	Access	Wholesale Peak	Off-Peak	Access
	1992					
	1993					
Free Min. Rates	Retail Peak	Termina. Fee Off-Peak	Access	Wholesale Peak	Off-Peak	Access
\$/MOU	60	120	480	60	120	480
	1992					
	1993					

Redacted

Appendix J

Rate Plan and Customer Data

Los Angeles MSA

Los Angeles SMSA LP

1989
1990
1991
1992
1993

Basic

1989
1990
1991
1992
1993

Free Min.
Rates

\$/MOU

1989
1990
1991
1992
1993

Personal Communications Plan

1989
1990
1991
1992
1993

Free Min.
Rates

\$/MOU

1989
1990
1991
1992
1993

Redacted

Appendix J
Rate Plan and Customer Data

Los Angeles MSA

Los Angeles SMSA LP

Premium Svc. Plan

1989
1990
1991
1992
1993

Free Min.
Rates

\$/MOU

1989
1990
1991
1992
1993

Corp. / Vol.

1989
1990
1991
1992
1993

1-24 users
\$/MOU

1990
1991
1992
1993

50-99 users

1990
1991
1992
1993

Redacted

Appendix J

Rate Plan and Customer Data

Los Angeles MSA

Los Angeles SMSA LP

Super Val. - 80
1 yr contract

1992
1993

Free Min.
Rates

\$/MOU

1992
1993

Super Val. - 170
1 yr contract

1992
1993

Free Min.
Rates

\$/MOU

1992
1993

Super Val. - 475

1992
1993

Free Min.
Rates

\$/MOU

1992
1993

Redacted

Appendix J

Rate Plan and Customer Data

S.F. Bay Area MSA

Bay Area Cellular Telephone Company

1989
1990
1991
1992
1993

Basic

1989
1990
1991
1992
1993

Free Min.
Rates

\$/MOU

1989
1990
1991
1992
1993

Personal Communications Plan

1 yr contract

1989
1990
1991
1992
1993

Free Min.
Rates

\$/MOU

1989
1990
1991
1992
1993